

## **SYSTEM FOR EXECUTING ADVANCED INTERACTIVE VOICE RESPONSE SERVICES USING SERVICE-INDEPENDENT BUILDING BLOCKS**

### **ABSTRACT**

A service execution environment for an advanced interactive voice response (IVR) service node. The service execution environment functions within a next generation service node (NGSN) IVR platform in a telecommunications network. The environment uses individual service-independent building blocks (SIBBs) that allow the creation of customer applications with simple references to the individual primitive SIBBs or composite SIBBs, with branching available. Functional calls to a sequence of SIBBs along with customer specific data stored in a database comprise a complete customer application. When a call is received by an IVR service node, the application is executed by calling the SIBBs to apply certain treatments to the call. The use of the SIBBs allows increased efficiency in the network because calls can be routed to any NGSN node. Each NGSN needs no customization to perform a particular customer application. The service execution environment decreases the time to market of new customer applications and decreases the turnaround time for modifications to existing customer applications.